



# Mert Gursoy

Senior Marketing Leader /  
Head Of Brand / Professional  
Consultant / Photographer

Paris, France

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## Languages

French (Work Proficiency)

English (Fluent)

Turkish (Native)

## About

### SUMMARY

### BRANDS WORKED WITH

Anadolu Efes

Anadolu Efes

Distillat Studio

Efe Raki Tr

Pernod Ricard

## Experience



### Senior Regional Luxury Portfolio Manager

Pernod Ricard | Sep 2018 - Dec 2021

Luxury portfolio brands in various categories were managed in collaboration with national distributors within the highly challenging context of key MENA markets. Responsible of Blended Scotch, Single malts, Cognac and Champagne portfolio of Pernod Ricard.

Developed region and market level strategic framework by defining key business targets, consumer and business challenges, key battle-grounds.

In charge of strategy design and asset delivery, developed 360 activation plans on market level for both on trade & off trade sales channels, communication campaigns, trade marketing initiatives.



### Senior Brand Manager

Pernod Ricard | Jul 2014 - Sep 2018

(Olmeca, Altos, Avion Tequila, Beefeater Gin); Category leader tequila brands and leading gin brand has been successfully managed in challenging dark market conditions. Main challenge was the very strict restrictions and guidelines imposed by the government to limit promotion of alcoholic beverages to consumers.

•Key Achievement: Alibi brands have been launched successfully which allowed to continue marketing activations through brand experience and digital marketing initiatives. On trade collaborations, sponsorships to biggest youth festivals are done successfully to connect with the local audience. Influencer campaign was launched in 4 different waves which was defined as a major communication tool.

•Key Achievement: Dominant leadership of Olmeca and clear perception of consumption has left a very little room for growth for the category. Altos and Avion tequilas launched in local market to generate further growth in volume and value through targeting a diversified audience. Those new launches improved the portfolio financials and played active role in the development of tequila culture.

### Global Brand Manager (CIS, MENA)

Anadolu Efes | Feb 2013 - Jul 2014

(Efes Pilsener, Efes Zero); Flagship brand Efes has been successfully managed in Russia, Moldova, Kazakhstan, KSA and UAE countries. Dominant leadership of well-developed beer brands in CSI countries led a big challenge for regional brand Efes.

•Key Achievement: To connect with local audience, global brand communication strategy and campaign assets were created and launched in Russia, Kazakhstan markets. Separately in line with the scope, non-alcoholic quality Efes Zero campaign assets created and launched in UAE and KSA markets successfully to gain share in soft drinks category which has been dominated by global industry giants.

•Key Achievement: Euroleague Basketball main sponsorship was managed successfully for 2 seasons in direct contact with league management, arena and city activations were managed in London and Milano cities during F4 periods. Sponsorship rights were managed including arena digital brandings, consumer incentives.

### Brand Manager

Anadolu Efes | Jan 2012 - Feb 2013

(Marmara Bira); Economy segment leader was managed and relaunched across 100% Malt category competition to support overall portfolio growth.

•Key Achievement: Due to diminished performance of flagship brand Efes Pilsen, a tactical approach was pursued through Marmara Bira which directly targets competition. National campaign (print ad and digital) was created and launched to change the perceptions of beer drinkers over 100% malt category.

### ● Trade Marketing Supervisor

Anadolu Efes | Feb 2009 - Jan 2012

Key Achievement: To tackle with the negatively impacted on trade volume due to growing trend of Rakı and cocktail culture among young audience, new on trade concepts and bartender advocacy initiative was launched to grow traffic and protect the business of shareholders against growing categories.

### ● Assistant Brand Manager

Efe Rakı Tr | Jan 2007 - Jan 2008

(Efe Yaş Üzüm Rakı, Kara Efe Rakı); Active participation to the launch of first private sector rakı brand.

•Key Achievement: National communication campaign launched.

### ● Founder, Marketing Consultant, Head Of Brand, Professional Photographer

Distillat Studio | May 2023 - Now

Assisting SMEs in consultancy basis, lead them build their brand equity, gain presence and recognition in their sector of activity. Leading the marketing teams and projects, shaping marketing processes and workflows. Also working as a corporate photographer, providing artistic direction for marketing assets when required. Assisting SMEs in consultancy basis, lead them build their brand equity, gain presence and recognition in their sector of activity. Leading the marketing teams and projects, shaping marketing processes and workflows. Also working as a corporate photographer, providing artistic direction for marketing assets when required.

## Education & Training

### 2022 - 2023 ● Speos Ecole De Photographie

Certificate , Professional Photography

### 2021 - 2021 ● Northwestern Kellogg University

Certificate, Prof. Certificate In Digital Marketing,

### 2003 - 2005 ● Middlesex University

Master's Degree, Master of Management

### 1998 - 2003 ● Cankaya University

Bachelor's Degree, BS in Business Administration and Management